The Best Local SEO Checklist

Follow this local SEO checklist if you are trying to rank your local business in Google's local search results.



On-Page Optimization

- [ ] City or State included in all Title Tag descriptions
- [ ] City or State included in heading tags (H1, H2,..)
- [ ] City or State included in content of body (Bolded or italicized at least once)
- [ ] Site has mobile or responsive layout
- [ ] Google+ local categories included in Meta Data
- [ ] Hours, directions and Google map added to contact page
- [ ] Mobile sitemap found
- [ ] List your Name, address, phone number on every page

Google+

- [ ] Create a Google+ Account
- [ ] Select service categories on Google+ local page
- [ ] Add a Google+ badge for pages
- [ ] Create and/or claim your Google+ Business page
- [ ] Add photos and videos to your Google+ local page
- [ ] Link website to Google+

Search Engine Registration

- [ ] Request a Google Pin Via Postcard
- [ ] Request a Bing Pin Via Postcard
- [ ] Verify with Yahoo Via phone call

Local Listings

- [ ] Claimed or add multiple local listings (Yelp, CitySearch, HotFrog, UrbanSpoon,...)
- [ ] Add photo's and videos to your local listings
- [ ] Submit to local and regional business directories
- [ ] No variations of your company's info exist online (use getlisted.org to search for variations)

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